# Accelerating application development with AWS Serverless and Datadog

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# Over 50% of organizations in the cloud have adopted Serverless*

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* Sources: Datadog's 2022 "State of Serverless" report

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# Why Serverless?

**Less code to write**

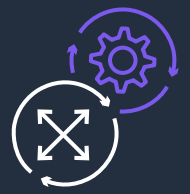
**Reduced maintenance**

**Built-in Capabilities**

**Continuous innovation**

**Only pay for what you use**

**Available and secure**



**Automatically scale**

**No infrastructure provisioning or management**

Customers can **reduce their development time by 68%* and TCO by up to 57%*** with AWS serverless

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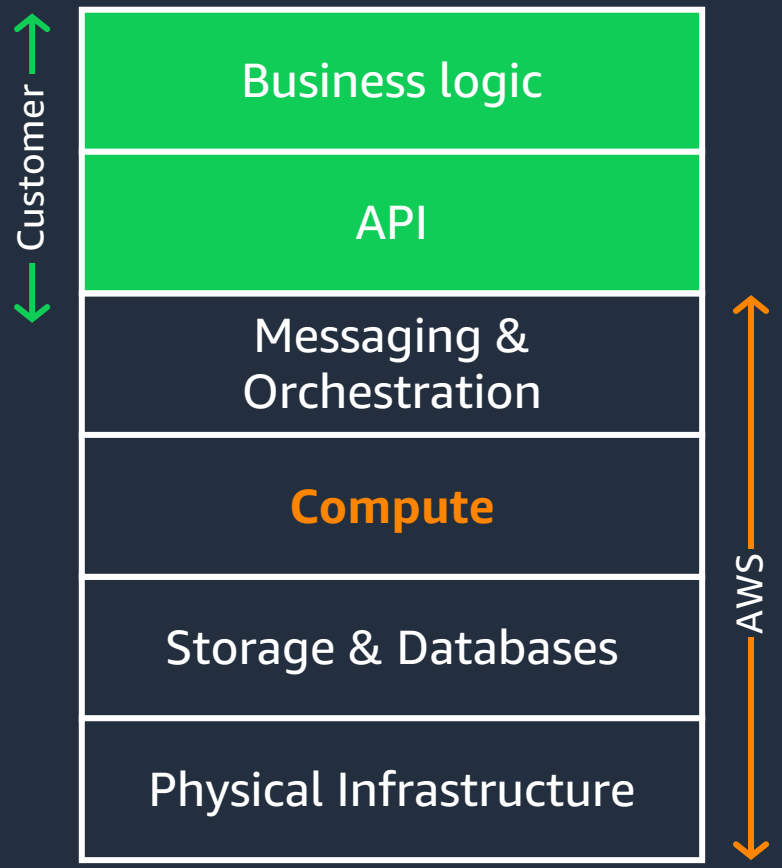
* Source: Deloitte's Serverless TCO report

# What is Serverless?

SERVERLESS IS AN OPERATIONAL MODEL THAT SIMPLIFIES CLOUD MANAGEMENT AND SCALING

Focus on creating **business value**




Shift undifferentiated tasks to AWS

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# AWS Serverless spectrum

AWS OFFERS THE WIDEST PORTFOLIO OF SERVERLESS SERVICES FOR RUNNING & BUILDING MODERN APPS

## Serverless Functions on Lambda

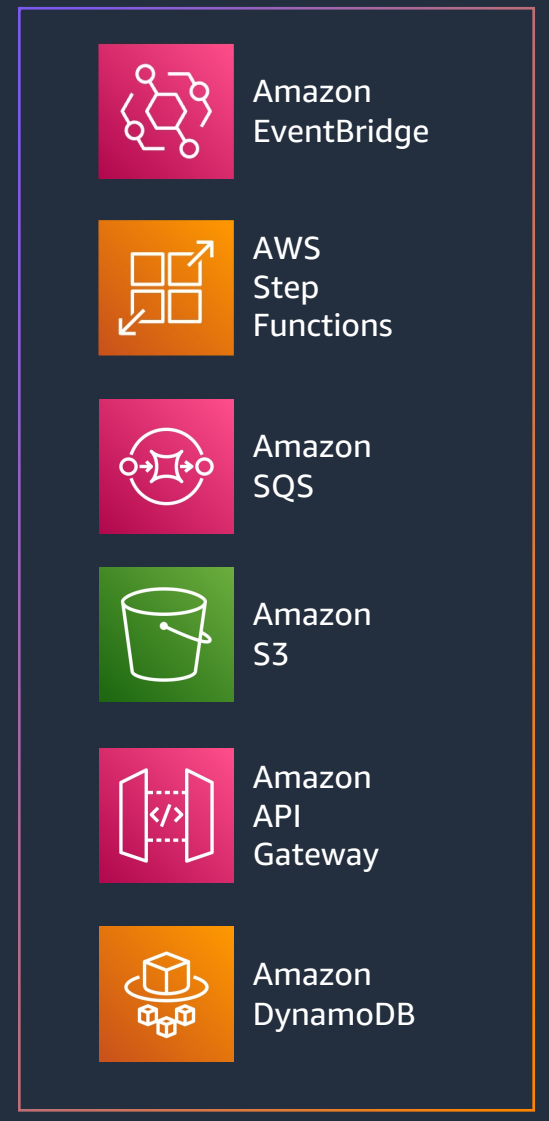
- **Function** as a service
- Ideal for **event-driven** applications

## Serverless Containers on ECS/EKS with Fargate

- **Container** as a service
- Ideal for traditional **web-based** applications

"More than 20% of the AWS Lambda customers also use ECS Fargate"

Source: Datadog

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# Monitoring more than failures

What is the usage?

Does your application behave as expected?

How to improve SLA?

Faster release cycles

What is the business impact?

Are there security vulnerabilities?

Can you perform synthetic tests on UX?

Enhanced Productivity

aws

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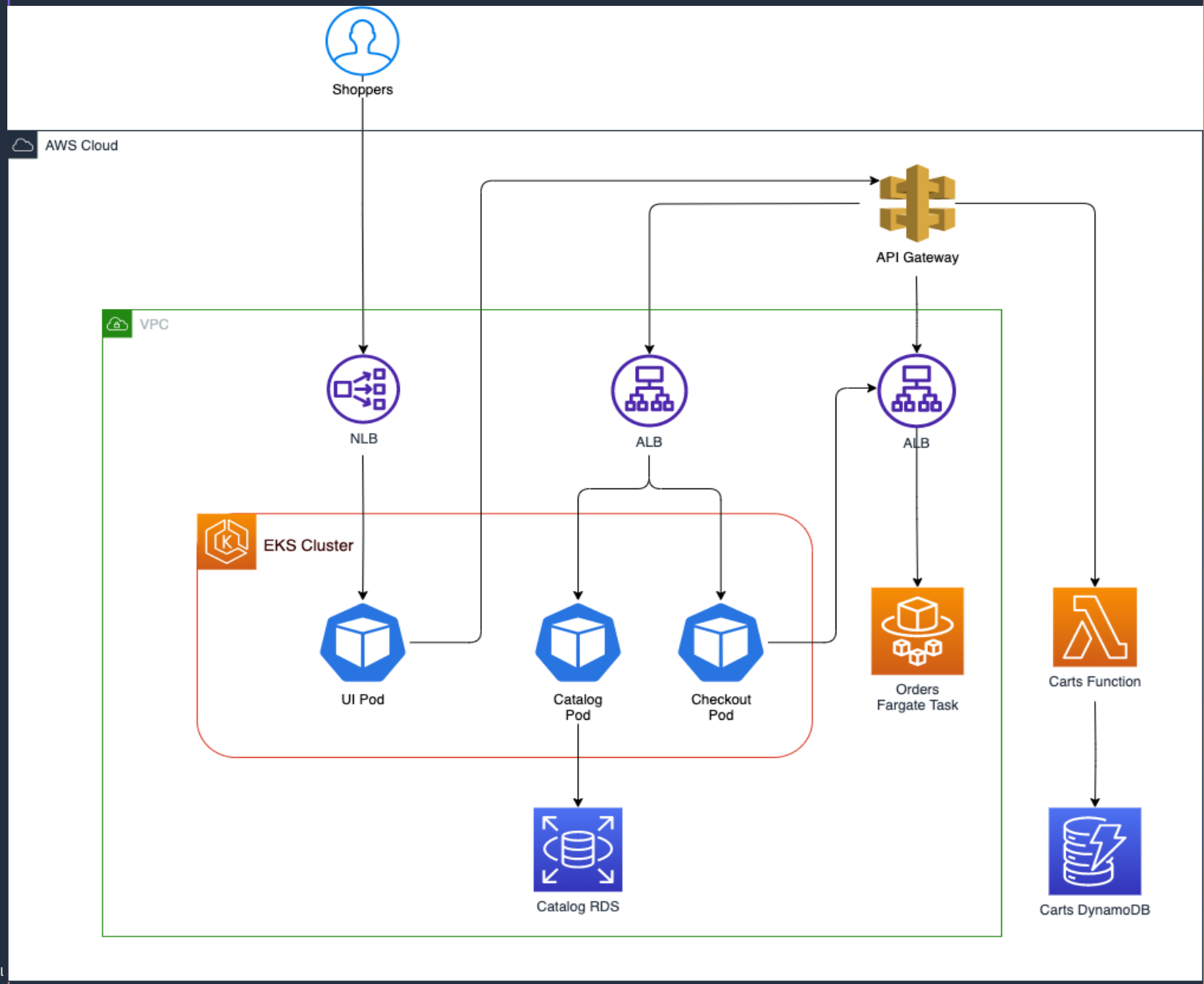
# Retail Demo-Store Application

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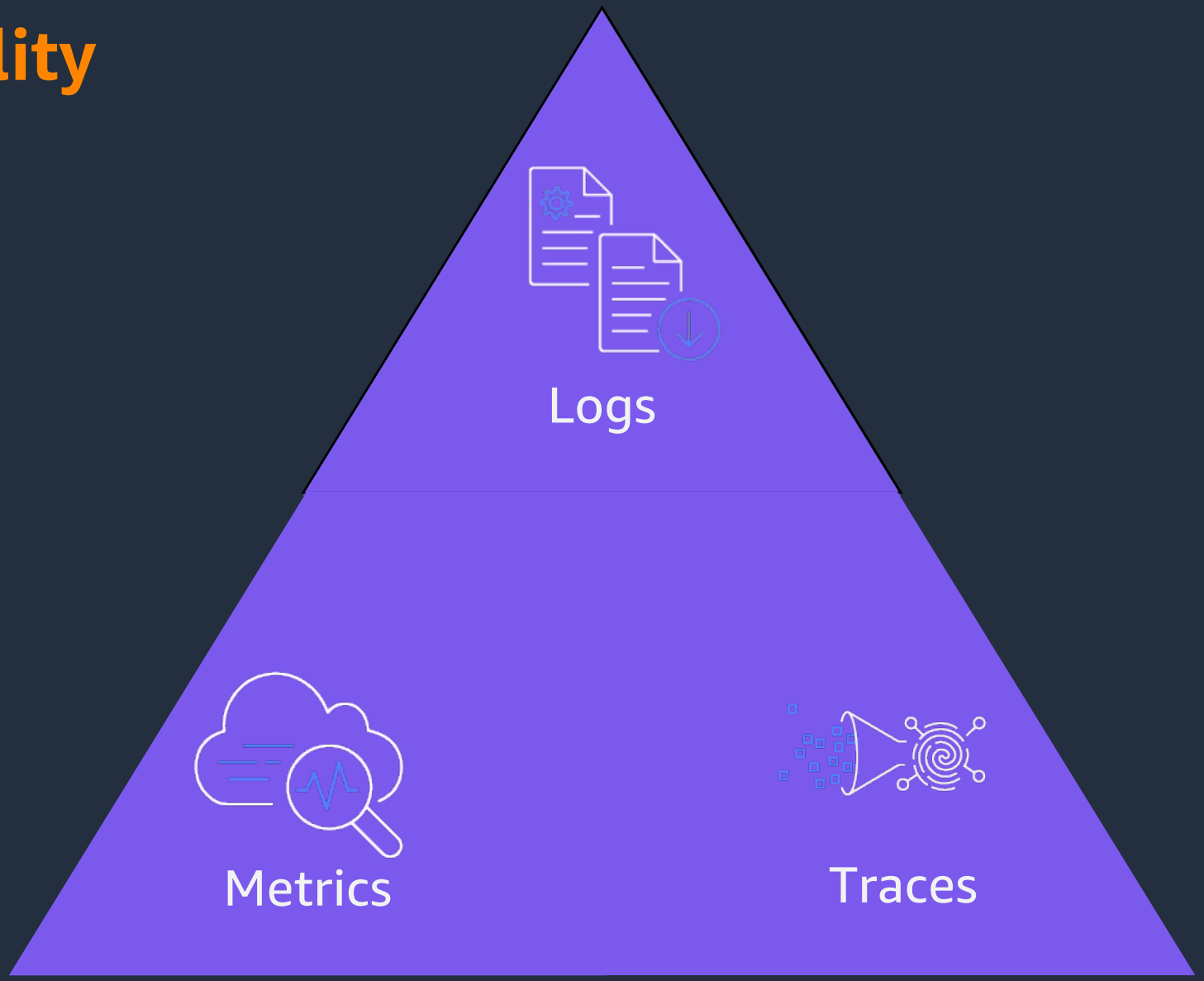
# Observability

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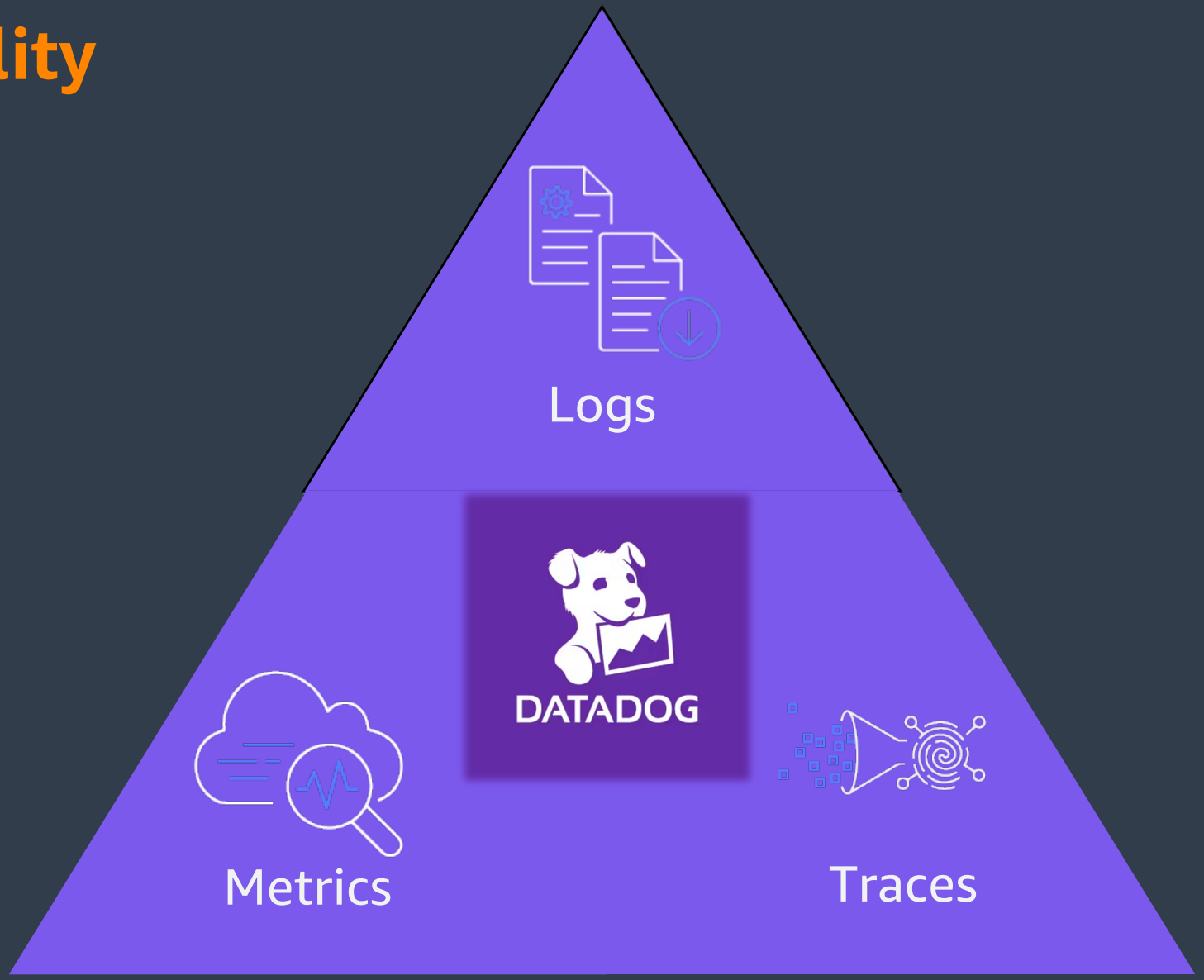


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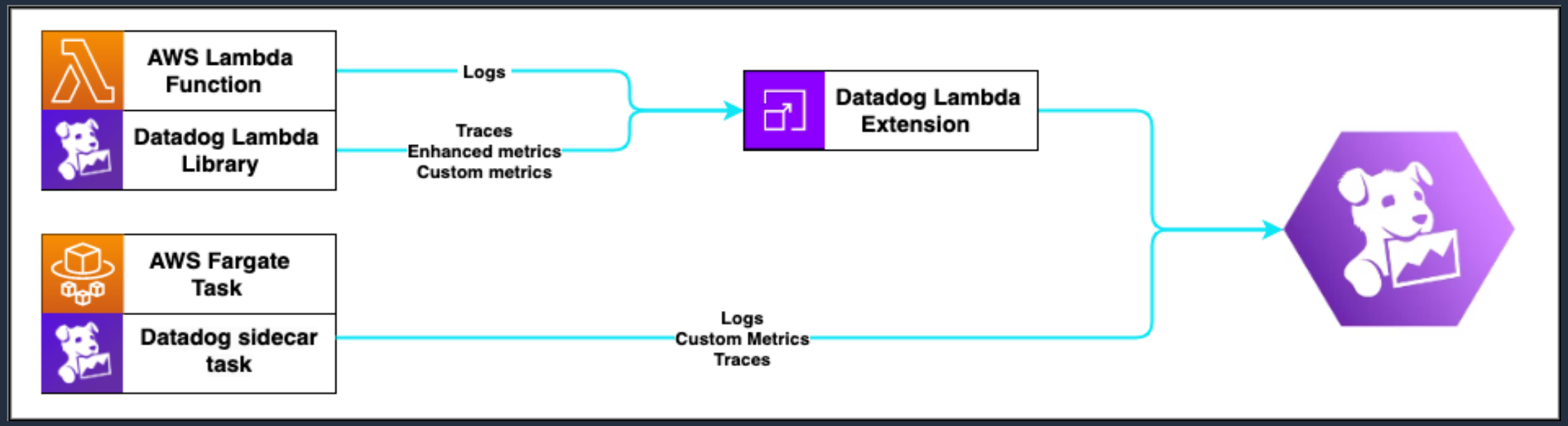
# Datadog for AWS Serverless

- ✓ Simple, Quick, and effective
- ✓ AWS Lambda Extensions and Fargate sidecar container images
- ✓ Pre-provisioned templates for various platforms
- ✓ One agent for all your observability needs
- ✓ Agent maintenance and operations is not required
- ✓ Benchmark your serverless resources

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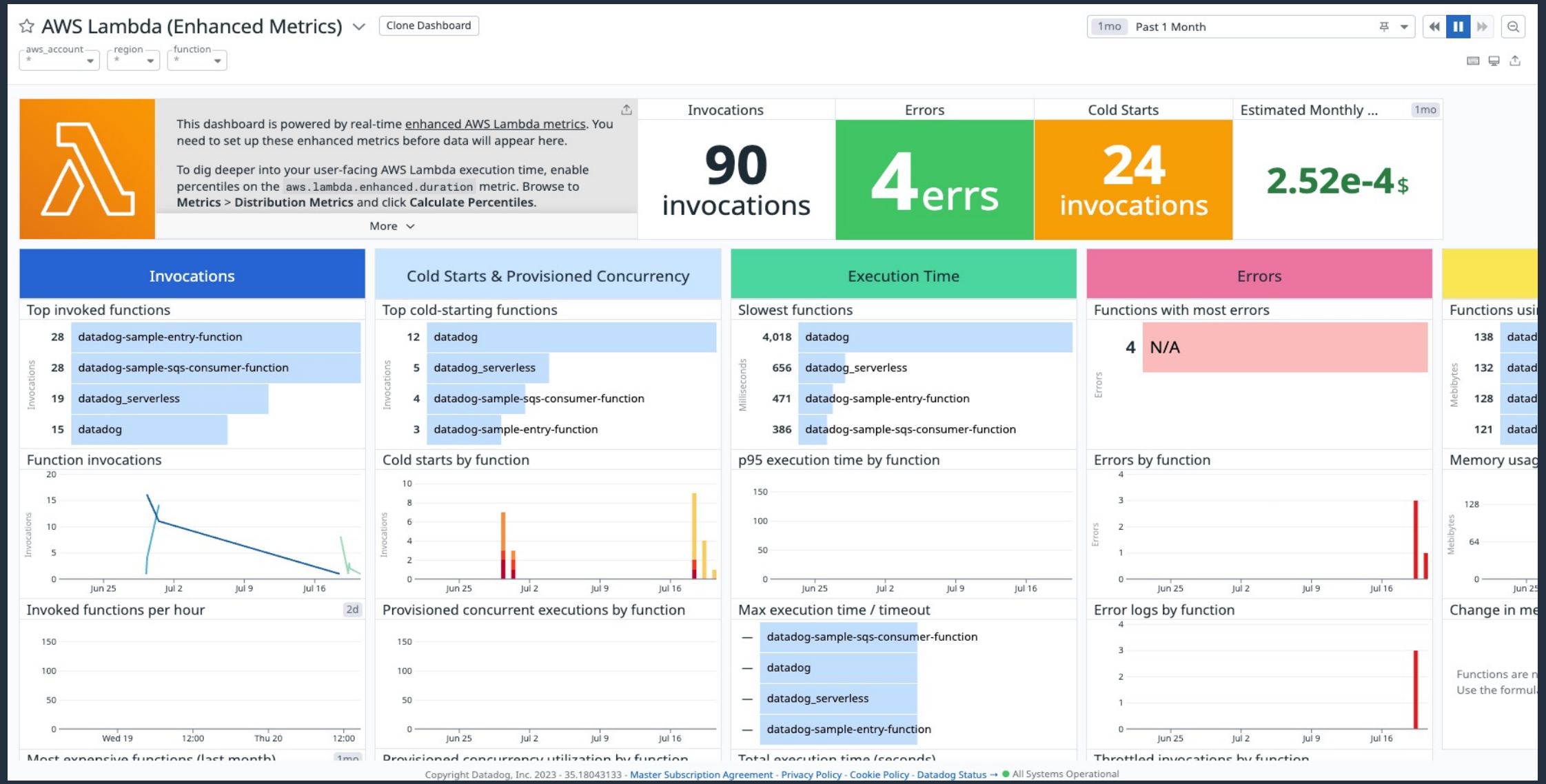
# Datadog's Enhanced Serverless metrics

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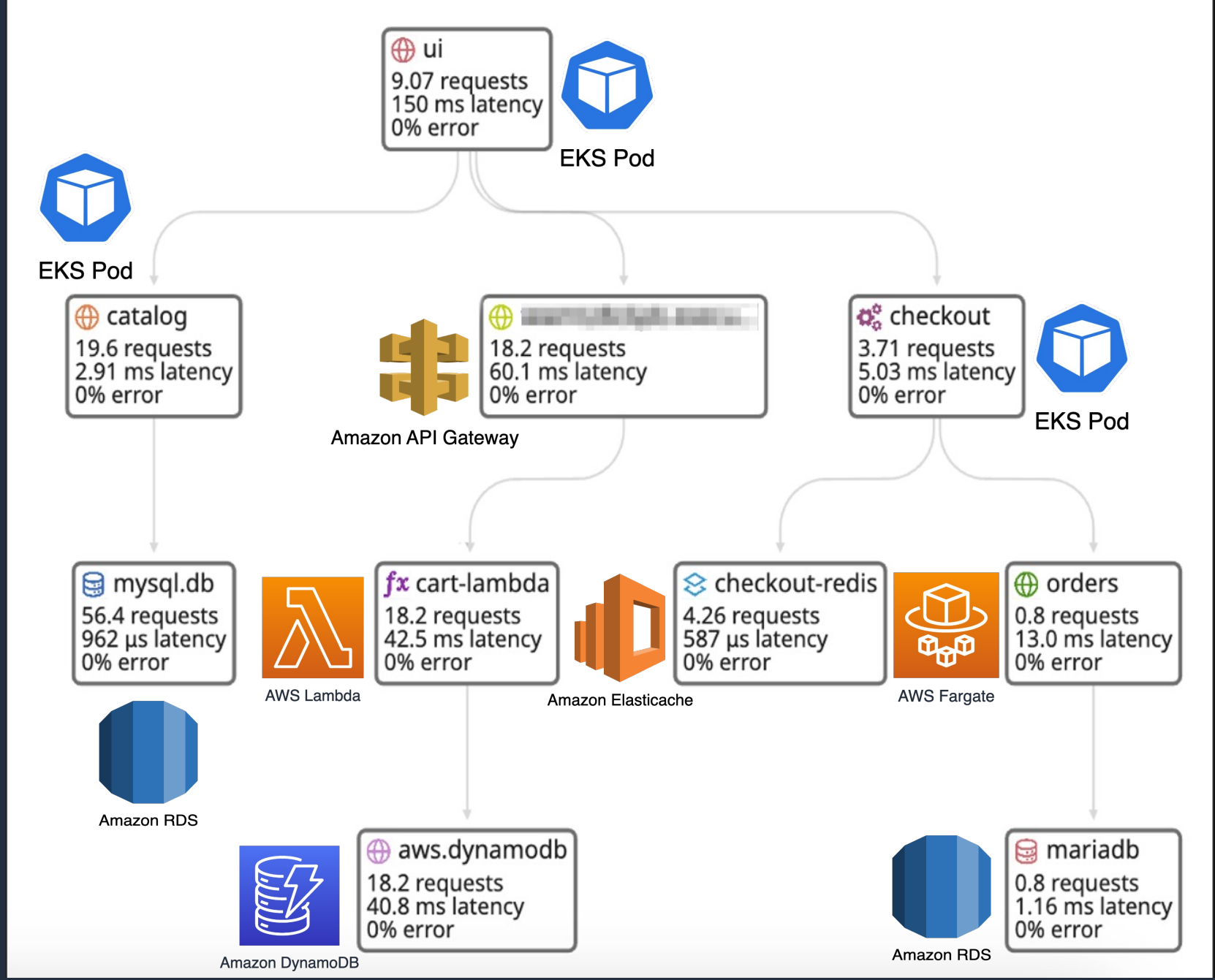
# Retail demo-store application instrumented with Datadog

- Serverless and non-Serverless components
- Production scale observability available in less than a day
- Embed Datadog agents into your platform tools
- Single pane of glass view

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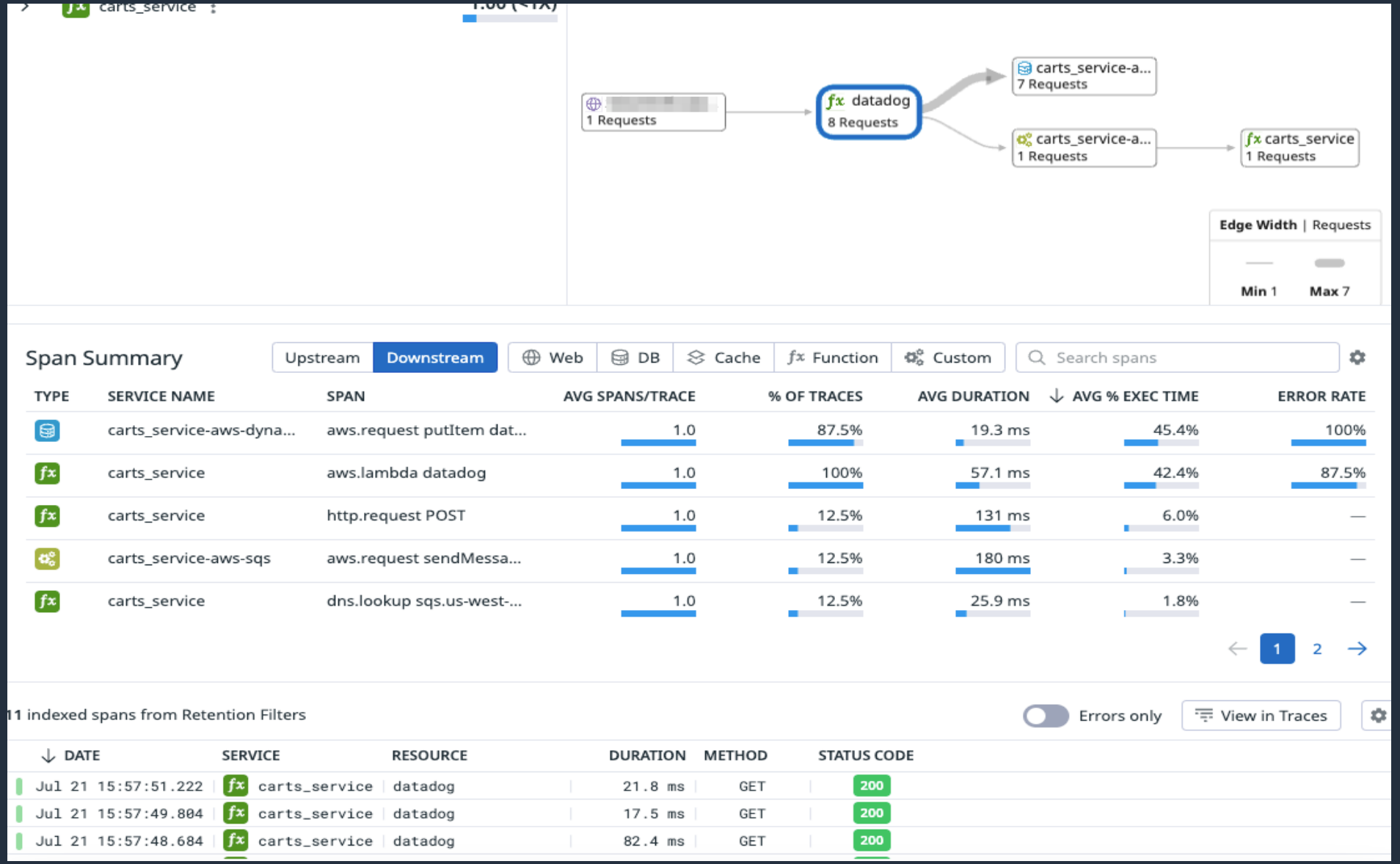
# Observability for AWS Serverless

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# Thank you!


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